

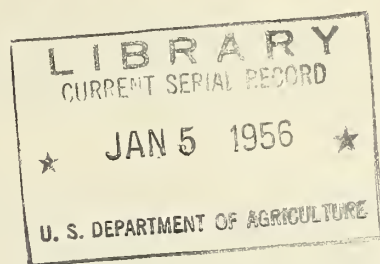
## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



Reserve  
A 280,3939  
M 34C

# Consumer Purchases of Selected FRUITS AND JUICES



in OCTOBER

1955



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

## PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.



CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
IN OCTOBER 1955

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Householders' purchases of frozen concentrated orange juice in October held at about the same level as in the preceding month, but dropped slightly below the volume of purchases reported in October 1954. Purchases of fresh oranges and canned orange juice during October were larger than a year earlier. Orange-grapefruit blended juice purchases were unchanged from October 1954. Altogether, purchases of these products in October, on a fresh equivalent basis, accounted for slightly fewer boxes of oranges than a year earlier.

Prices reported paid for frozen concentrated orange juice and orange-grapefruit blended juice during October averaged slightly higher than in October last year. Prices paid for fresh oranges and canned single-strength orange juice were lower than a year earlier.

Purchases of both fresh grapefruit and canned grapefruit juice by households during October 1955 were moderately lower than in October 1954. On a fresh equivalent basis, household purchases of grapefruit as fresh fruit, grapefruit juice, and orange-grapefruit blended juice amounted to about 1.9 million boxes during October. On a box basis, this represented about a 9 percent smaller volume than a year earlier. Prices reported paid for fresh grapefruit averaged about 2 cents lower per dozen, but for canned single-strength grapefruit juice about 1.2 cents higher per 46-ounce can than in October 1954.

Lower purchases than a year earlier of fresh lemons, single-strength lemon juice, and frozen concentrate for lemonade were reported by households in October 1955. Householders reported paying lower prices than a year earlier for each of these products.

Pineapple juice was the only major non-citrus single-strength juice for which households reported significantly larger purchases during October compared with a year earlier. Prune and tomato juice purchases were almost unchanged from October 1954. Prices paid for pineapple juice were moderately lower than a year earlier. Prices paid for prune juice were almost unchanged and for tomato juice unchanged from October 1954.

Household purchases of frozen concentrated grape juice during October were up from a year ago. Prices paid were lower.

Purchases of canned single-strength orangeade by households during October were lower than in October 1954. Purchases of shelf-pack concentrate for orangeade were unchanged from a year earlier.

## FROZEN JUICES AND ADES

Household purchases of frozen concentrated orange juice during October held at about the same level as in the preceding month. Purchases, however, were about 4 percent smaller than during October a year earlier. Prices paid averaged about one-half cent a 6-ounce can higher than during October 1954 (fig. 4).

About 30 percent of the Nation's families reported purchasing frozen concentrated orange juice during October 1955. These families made on the average 2.3 purchases during the month averaging slightly more than three 6-ounce cans per purchase. The decrease in total purchases of frozen concentrated orange juice compared with a year earlier was a result of a slight decrease in both the proportion of families buying and the average quantity purchased by those families.

Consumer purchases of frozen concentrated grape juice in October were up about 15 percent from October 1954. Purchases, however, were considerably lower than in the preceding month. During October there was a slight decline from a year ago in the proportion of families reporting purchases of this product. However, buying families in October reported a sizable increase in the average amount they bought. Prices reported paid by household consumers averaged about 2 cents a 6-ounce can lower than in October 1954.

Householders' purchases of frozen concentrate for lemonade continued to decline seasonally in October--dropping about two-thirds from the preceding month. Purchases were moderately lower than in October 1954. Prices paid were up slightly from the preceding month but were down about 1.7 cents a 6-ounce can from October last year. The decline in purchase volume of frozen concentrate for lemonade in October, from the preceding month as well as a year earlier, resulted from fewer families buying the product.

Purchases of shelf-pack concentrate for orangeade during October held at the same level as in October 1954. The effect on total purchase volume of a slight decrease in proportion of families buying, compared with a year earlier, was cancelled by larger purchases by buying families. Householders reported paying slightly lower prices for shelf-pack concentrate for orangeade this October than in October last year (table 2).

Canned single-strength orangeade purchases by households during October were about 6 percent smaller than a year earlier. Prices reported paid were slightly lower than in October 1954. Slight decreases compared with a year earlier were reported in the proportion of families buying as well as in the average amounts purchased by these families (table 1).

## CANNED JUICES

Household purchases of canned single-strength juices in October 1955 were at about the same level as in the preceding month but were slightly larger than in October 1954. Only purchases of grapefruit and lemon juices



were significantly lower than a year earlier, while only purchases of orange and pineapple juices were significantly larger than in October 1954. Prices reported paid for canned single-strength juices during October ranged from unchanged to moderately lower for all juices carried in this report with the exception of grapefruit and orange-grapefruit blended juices, for which slightly higher prices were paid.

Purchases of canned single-strength orange juice by householders were about 5 percent larger in October 1955 than a year earlier. Purchases, however, were down slightly from the preceding month, September 1955. The proportion of all families buying orange juice in October was almost unchanged from a year earlier, but those buying purchased larger quantities than in October 1954. Householders reported paying about 1 cent less for a 46-ounce can of orange juice than in the same month a year ago.

Household purchases of canned single-strength grapefruit juice in October 1955 were about 9 percent larger than in the preceding month, but were about 8 percent smaller than in October last year. A smaller proportion of families bought grapefruit juice and those buying purchased smaller quantities than a year earlier. Prices paid by householders averaged 25.3 cents a 46-ounce can, up 1.2 cents from October 1954.

Purchases of canned single-strength orange-grapefruit blended juices by householders during October declined about one-eighth from September but were at about the same level as in October a year ago. A decline in the proportion of families buying this product during October compared with a year earlier was almost offset by increased purchases by those families who did purchase. Prices paid were slightly higher than a year ago.

Householders' purchases of canned and bottled lemon juice during October were down about a third from a year earlier despite significantly lower prices--11.8 cents a 5-1/2-ounce can compared with 14.1 cents in October 1954. The decline in purchases compared with a year earlier was a result of fewer families buying as the average quantity purchased by buying families was larger than in October 1954.

Household purchases of canned pineapple juice in October 1955 continued at the high levels reported in the preceding 3 months. Monthly purchase volumes during this period have ranged from about 1.4 to 1.5 million cases of equivalent No. 2 cans. Purchases during October were about a sixth larger than a year earlier. Both the proportion of families buying pineapple juice and the average quantity bought by those families during October 1955 were up from October 1954. Prices paid by householders averaged about 2.6 cents lower per 46-ounce can than a year earlier.

Household buying of canned tomato juice during October 1955 was almost unchanged from a year earlier. Householders reported paying an average of 25.8 cents for a 46-ounce can of tomato juice during October--about a cent lower than in the preceding month but unchanged from October 1954.

Householders also reported purchasing about the same volume of prune juice during October 1955 as in October a year ago. Prices paid averaged about the same as a year earlier.

A slight decrease in the volume of canned grape juice purchased, compared with a year earlier, was reported by householders during October 1955. Prices paid averaged 34.3 cents for 24 ounces of grape juice, about 2.7 cents lower than in October 1954 (table 1).

#### FRESH CITRUS FRUIT

Householders purchased slightly more fresh oranges in October 1955 than a year earlier. Reported purchases of California-Arizona oranges were about a fourth larger than in October 1954, but purchases of Florida oranges and oranges unidentified as to origin were down from a year ago.

Prices reported paid by householders for fresh oranges during October averaged about 3.5 cents lower per dozen for all purchases than in October 1954. Prices paid for California-Arizona oranges, which accounted for more than three-fifths of all orange purchases reported during October, were about 10 cents a dozen lower than last year. Prices paid for Florida oranges, however, were about 3.5 cents a dozen higher than in October 1954.

The proportion of all families that reported buying fresh oranges during October declined slightly compared with a year earlier. Larger purchases by those families buying, however, more than offset the influence of fewer families buying.

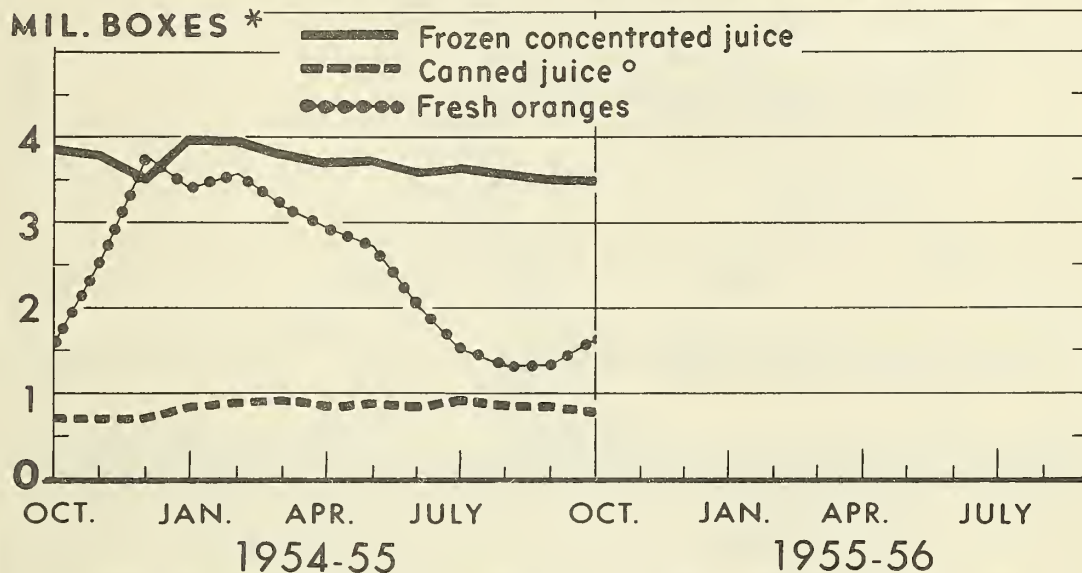
Purchases of fresh grapefruit by household consumers during October rose sharply from the preceding month as Florida grapefruit began to enter the market in increased volumes. Total grapefruit purchases during October, however, were about 7 percent smaller than during October last year. A slight increase, compared with a year earlier, in the average quantity purchased per buying family was more than offset by a reduction in the proportion of the Nation's families buying fresh grapefruit.

Householders reported paying an average of 90.7 cents a dozen for all grapefruit purchased during October 1955, about 2 cents a dozen lower than a year earlier and almost 22 cents lower than in the preceding month.

Fresh lemon purchases by householders during October were about one-tenth smaller than a year earlier. Although the average quantity purchased by buying families during October was slightly larger than a year ago, a smaller proportion of the Nation's families bought lemons than during October 1954. Householders reported paying slightly lower prices for lemons than during October last year (table 3).



# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\*FRESH FRUIT EQUIVALENT

° INCLUDES HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1929 - 55(11) AGRICULTURAL MARKETING SERVICE

Figure 1

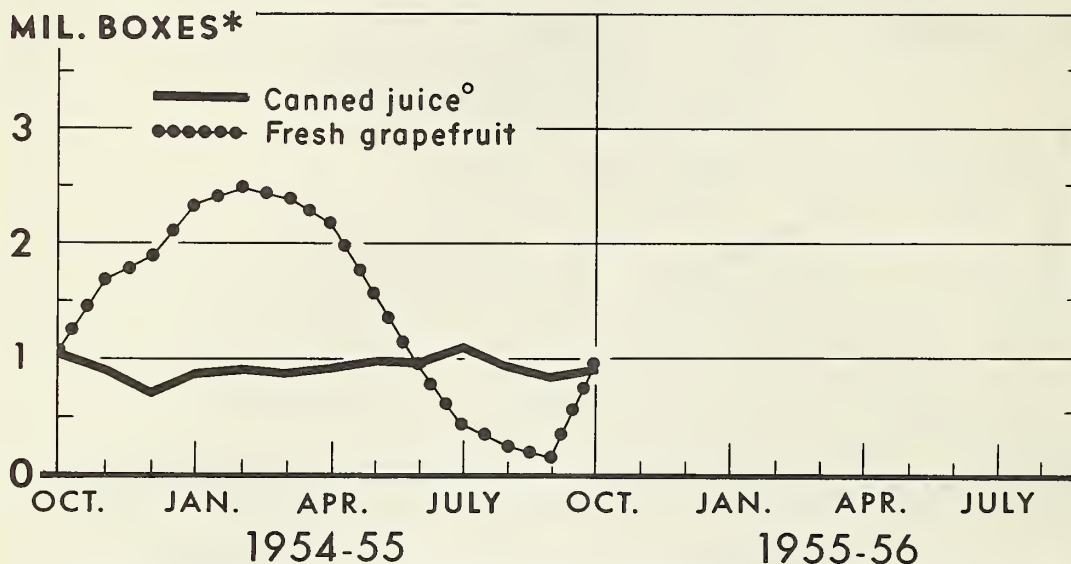
Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1954 to date

| Period              | Fresh oranges |             | Frozen concentrated orange juice |             | Canned single-strength orange juice 1/ |             | Total       |             |
|---------------------|---------------|-------------|----------------------------------|-------------|--|-------------|-------------|-------------|
|                     | 1955-56       | 1954-55     | 1955-56                          | 1954-55     | 1955-56                                | 1954-55     | 1955-56     | 1954-55     |
|                     | 1,000 boxes   | 1,000 boxes | 1,000 boxes                      | 1,000 boxes | 1,000 boxes                            | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| October             | 1,643         | 1,574       | 3,597                            | 3,850       | 773                                    | 722         | 6,013       | 6,146       |
| November            |               | 2,518       |                                  | 3,769       |  | 713         |             | 7,000       |
| December            |               | 3,764       |                                  | 3,486       |  | 711         |             | 7,961       |
| October-December 2/ |               | 8,612       |                                  | 11,917      |  | 2,299       |             | 22,828      |
| January             |               | 3,400       |                                  | 3,984       |  | 830         |             | 8,214       |
| February            |               | 3,555       |                                  | 3,972       |  | 897         |             | 8,424       |
| March               |               | 3,181       |                                  | 3,775       |  | 912         |             | 7,868       |
| October-March 2/    |               | 19,543      |                                  | 24,599      |  | 5,177       |             | 49,319      |
| April               |               | 2,965       |                                  | 3,685       |  | 841         |             | 7,491       |
| May                 |               | 2,709       |                                  | 3,700       |  | 872         |             | 7,281       |
| June                |               | 2,001       |                                  | 3,568       |  | 822         |             | 6,391       |
| October-June 2/     |               | 27,758      |                                  | 36,420      |  | 7,937       |             | 72,115      |
| July                |               | 1,522       |                                  | 3,648       |  | 922         |             | 6,092       |
| August              |               | 1,331       |                                  | 3,554       |  | 836         |             | 5,721       |
| September           |               | 1,335       |                                  | 3,496       |  | 824         |             | 5,655       |
| Season 2/           |               | 32,270      |                                  | 48,025      |  | 10,724      |             | 91,019      |

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\* FRESH FRUIT EQUIVALENT ° INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES  
 SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1930-55 (11) 1 AGRICULTURAL MARKETING SERVICE

Figure 2

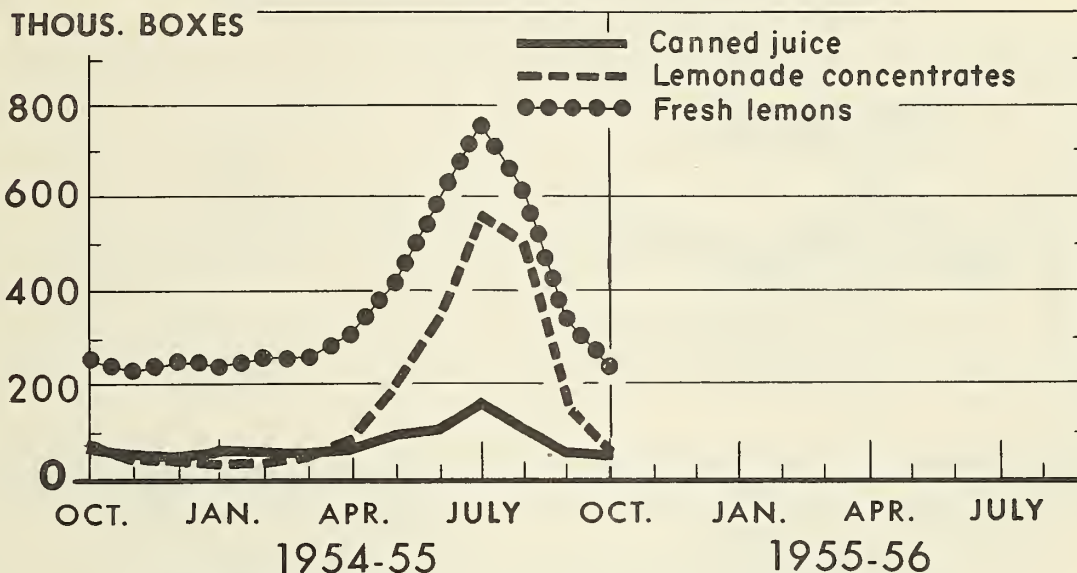
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1954 to date

| Period              | Fresh grapefruit |             | Canned single-strength grapefruit juice 1/ |             | Total       |             |
|---------------------|------------------|-------------|--|-------------|-------------|-------------|
|                     | 1955-56          | 1954-55     | 1955-56                                    | 1954-55     | 1955-56     | 1954-55     |
|                     | 1,000 boxes      | 1,000 boxes | 1,000 boxes                                | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| October             | 984              | 1,053       | 921  | 1,037       | 1,905       | 2,090       |
| November            |                  | 1,694       |  | 911         |             | 2,605       |
| December            |                  | 1,895       |  | 725         |             | 2,620       |
| October-December 2/ |                  | 5,121       |  | 2,847       |             | 7,968       |
| January             |                  | 2,330       |  | 882         |             | 3,212       |
| February            |                  | 2,498       |  | 907         |             | 3,405       |
| March               |                  | 2,387       |  | 887         |             | 3,274       |
| October-March 2/    |                  | 12,995      |  | 5,734       |             | 18,729      |
| April               |                  | 2,162       |  | 924         |             | 3,086       |
| May                 |                  | 1,552       |  | 978         |             | 2,530       |
| June                |                  | 948         |  | 970         |             | 1,918       |
| October-June 2/     |                  | 17,950      |  | 8,857       |             | 26,807      |
| July                |                  | 434         |  | 1,112       |             | 1,546       |
| August              |                  | 244         |  | 950         |             | 1,194       |
| September           |                  | 215         |  | 858         |             | 1,073       |
| Season 2/           |                  | 18,905      |  | 12,016      |             | 30,921      |

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



\* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1931-55 (11) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1954 to date

| Period              | Fresh lemons |             | Lemon juice 1/ |             | Concentrate for lemonade |             |             |             | Total       |             |
|---------------------|--------------|-------------|----------------|-------------|--------------------------|-------------|-------------|-------------|-------------|-------------|
|                     |              |             |                |             | Frozen                   |             | Total 2/    |             |             |             |
|                     | 1955-56      | 1954-55     | 1955-56        | 1954-55     | 1955-56                  | 1954-55     | 1955-56     | 1954-55     | 1955-56     | 1954-55     |
|                     | 1,000 boxes  | 1,000 boxes | 1,000 boxes    | 1,000 boxes | 1,000 boxes              | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| October             | 228          | 252         | 39             | 54          | 49                       | 51          | 53          | 59          | 320         | 365         |
| November            |              | 225         |                | 49          |                          | 35          |             | 37          |             | 311         |
| December            |              | 243         |                | 44          |                          | 27          |             | 29          |             | 316         |
| October-December 3/ |              | 785         |                | 161         |                          | 120         |             | 132         |             | 1,078       |
| January             |              | 234         |                | 51          |                          | 26          |             | 27          |             | 312         |
| February            |              | 251         |                | 48          |                          | 29          |             | 31          |             | 330         |
| March               |              | 252         |                | 46          |                          | 41          |             | 43          |             | 341         |
| October-March 3/    |              | 1,583       |                | 318         |                          | 224         |             | 241         |             | 2,142       |
| April               |              | 307         |                | 54          |                          | 68          |             | 72          |             | 433         |
| May                 |              | 407         |                | 84          |                          | 187         |             | 197         |             | 688         |
| June                |              | 587         |                | 96          |                          | 327         |             | 342         |             | 1,025       |
| October-June 3/     |              | 2,997       |                | 572         |                          | 865         |             | 913         |             | 4,482       |
| July                |              | 754         |                | 160         |                          | 526         |             | 554         |             | 1,468       |
| August              |              | 610         |                | 108         |                          | 461         |             | 480         |             | 1,198       |
| September           |              | 337         |                | 50          |                          | 152         |             | 157         |             | 544         |
| Season 3/           |              | 4,814       |                | 909         |                          | 2,085       |             | 2,186       |             | 7,909       |

1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

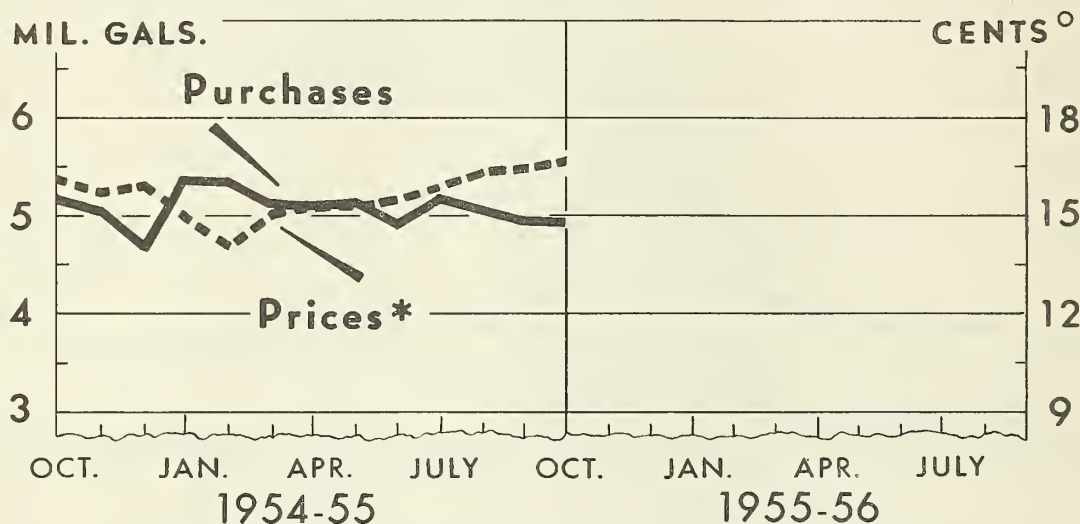
2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

<sup>o</sup>PER 6-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1932-55(11) AGRICULTURAL MARKETING SERVICE

Figure 4

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1954 to date

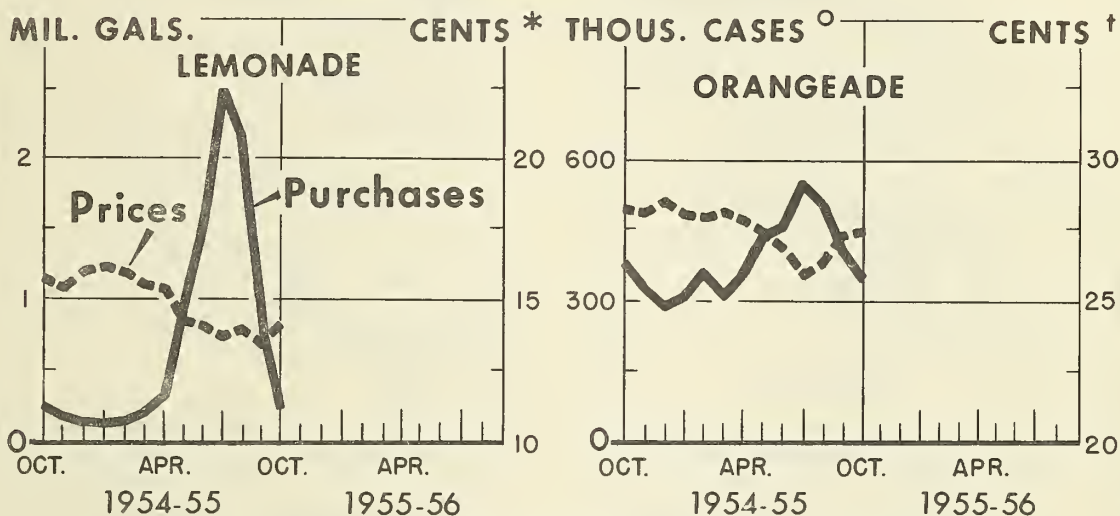
| Period                         | Purchases            |                      | Average price per 6 oz. can |              |
|--------------------------------|----------------------|----------------------|-----------------------------|--------------|
|                                | 1955-56              | 1954-55              | 1955-56                     | 1954-55      |
|                                | <u>1,000 gallons</u> | <u>1,000 gallons</u> | <u>Cents</u>                | <u>Cents</u> |
| October                        | 4,962                | 5,161                | 16.6                        | 16.1         |
| November                       |                      | 5,052                |                             | 15.7         |
| December                       |                      | 4,673                |                             | 15.9         |
| October-December <sup>1/</sup> |                      | 15,974               |                             |              |
| January                        |                      | 5,377                |                             | 14.9         |
| February                       |                      | 5,360                |                             | 14.0         |
| March                          |                      | 5,094                |                             | 2/14.8       |
| October-March <sup>1/</sup>    |                      | 33,089               |                             |              |
| April                          |                      | 5,090                |                             | 15.2         |
| May                            |                      | 5,111                |                             | 15.3         |
| June                           |                      | 4,928                |                             | 15.5         |
| October-June <sup>1/</sup>     |                      | 49,117               |                             |              |
| July                           |                      | 5,182                |                             | 15.9         |
| August                         |                      | 5,048                |                             | 16.3         |
| September                      |                      | 4,966                |                             | 16.4         |
| Season <sup>1/</sup>           |                      | 65,901               |                             |              |

<sup>1/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

<sup>2/</sup> Revised.

# FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA  
\* PER 6-OUNCE CAN ° EQUIVALENT CASES OF 24 #2'S † PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1933 - 55 (11) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1954 to date

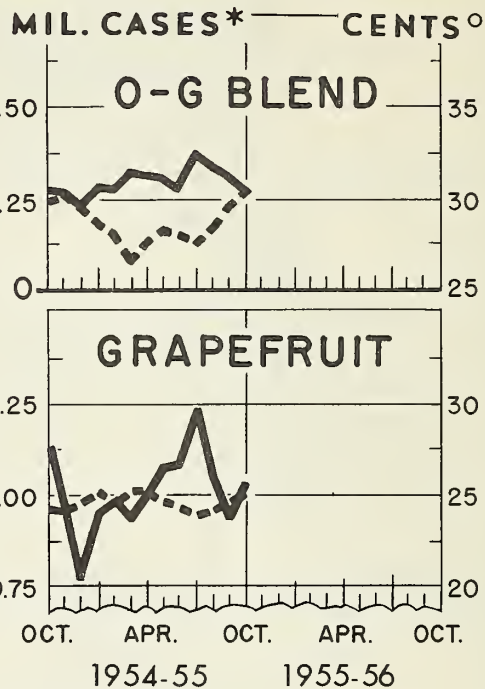
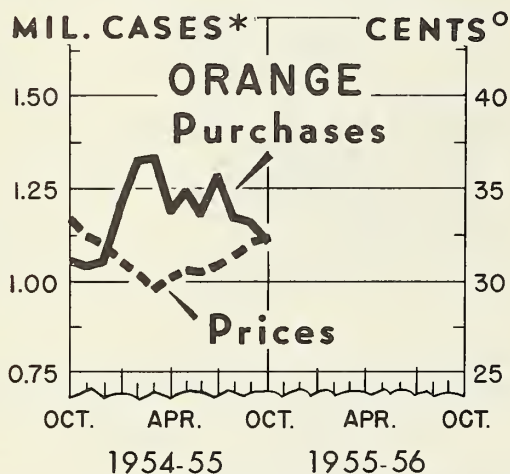
| Period              | Frozen lemonade |               |                             |         | Canned single-strength orangeade |                |                              |         |
|---------------------|-----------------|---------------|-----------------------------|---------|----------------------------------|----------------|------------------------------|---------|
|                     | Purchases       |               | Average price per 6 oz. can |         | Purchases                        |                | Average price per 46 oz. can |         |
|                     | 1955-56         | 1954-55       | 1955-56                     | 1954-55 | 1955-56                          | 1954-55        | 1955-56                      | 1954-55 |
|                     | 1,000 gallons   | 1,000 gallons | Cents                       | Cents   | 1,000 cases 1/                   | 1,000 cases 1/ | Cents                        | Cents   |
| October             | 230             | 244           | 14.0                        | 15.7    | 351                              | 373            | 27.5                         | 28.2    |
| November            |                 | 167           |                             | 15.4    |                                  | 326            |                              | 28.1    |
| December            |                 | 127           |                             | 16.0    |                                  | 290            |                              | 28.5    |
| October-December 2/ |                 | 568           |                             |         |                                  | 1,070          |                              |         |
| January             |                 | 121           |                             | 16.2    |                                  | 306            |                              | 28.1    |
| February            |                 | 136           |                             | 15.9    |                                  | 361            |                              | 28.0    |
| March               |                 | 194           |                             | 15.5    |                                  | 311            |                              | 28.2    |
| October-March 2/    |                 | 1,061         |                             |         |                                  | 2,136          |                              |         |
| April               |                 | 321           |                             | 15.3    |                                  | 348            |                              | 27.9    |
| May                 |                 | 887           |                             | 14.3    |                                  | 436            |                              | 27.5    |
| June                |                 | 1,551         |                             | 14.0    |                                  | 458            |                              | 26.9    |
| October-June 2/     |                 | 4,099         |                             |         |                                  | 3,492          |                              |         |
| July                |                 | 2,493         |                             | 13.6    |                                  | 551            |                              | 25.9    |
| August              |                 | 2,184         |                             | 13.9    |                                  | 512            |                              | 26.3    |
| September           |                 | 720           |                             | 13.3    |                                  | 406            |                              | 27.3    |
| Season 2/           |                 | 9,882         |                             |         |                                  | 5,076          |                              |         |

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



\* EQUIVALENT CASES OF 24 #2's

° PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1934-55 (11) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1954 to date

| Period              | Orange                |                |                |       | Grapefruit            |                |                |       | Orange-grapefruit blend |                |                |       |
|---------------------|-----------------------|----------------|----------------|-------|-----------------------|----------------|----------------|-------|-------------------------|----------------|----------------|-------|
|                     | Purchases             |                | Average price  |       | Purchases             |                | Average price  |       | Purchases               |                | Average price  |       |
|                     | 1955-56 <sup>1/</sup> | 1954-55        | per 46 oz. can |       | 1955-56 <sup>1/</sup> | 1954-55        | per 46 oz. can |       | 1955-56 <sup>1/</sup>   | 1954-55        | per 46 oz. can |       |
|                     | 1,000 cases 1/        | 1,000 cases 1/ | Cents          | Cents | 1,000 cases 1/        | 1,000 cases 1/ | Cents          | Cents | 1,000 cases 1/          | 1,000 cases 1/ | Cents          | Cents |
| October             | 1,104                 | 1,054          | 32.3           | 33.4  | 1,033                 | 1,127          | 25.3           | 24.1  | 274                     | 276            | 30.4           | 29.9  |
| November            |                       | 1,043          |                | 32.4  |                       | 978            |                | 24.0  |                         | 267            |                | 30.1  |
| December            |                       | 1,056          |                | 32.0  |                       | 767            |                | 24.6  |                         | 235            |                | 29.4  |
| October-December 2/ |                       | 3,381          |                |       |                       | 3,060          |                |       |                         | 824            |                |       |
| January             |                       | 1,212          |                | 31.0  |                       | 952            |                | 25.1  |                         | 285            |                | 28.6  |
| February            |                       | 1,321          |                | 30.4  |                       | 984            |                | 24.6  |                         | 283            |                | 28.1  |
| March               |                       | 1,326          |                | 29.5  |                       | 939            |                | 25.2  |                         | 322            |                | 26.5  |
| October-March 2/    |                       | 7,591          |                |       |                       | 6,157          |                |       |                         | 1,795          |                |       |
| April               |                       | 1,190          |                | 30.2  |                       | 1,006          |                | 25.2  |                         | 312            |                | 27.7  |
| May                 |                       | 1,241          |                | 30.6  |                       | 1,077          |                | 24.6  |                         | 307            |                | 28.3  |
| June                |                       | 1,176          |                | 30.5  |                       | 1,080          |                | 24.4  |                         | 280            |                | 28.1  |
| October-June 2/     |                       | 11,515         |                |       |                       | 9,593          |                |       |                         | 2,779          |                |       |
| July                |                       | 1,287          |                | 30.8  |                       | 1,235          |                | 23.9  |                         | 377            |                | 27.6  |
| August              |                       | 1,170          |                | 31.4  |                       | 1,049          |                | 24.1  |                         | 334            |                | 28.5  |
| September           |                       | 1,161          |                | 32.1  |                       | 942            |                | 24.7  |                         | 314            |                | 29.6  |
| Season 2/           |                       | 15,425         |                |       |                       | 13,088         |                |       |                         | 3,878          |                |       |

<sup>1/</sup> Equivalent cases of 24 No. 2 cans--432 ounces per case.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



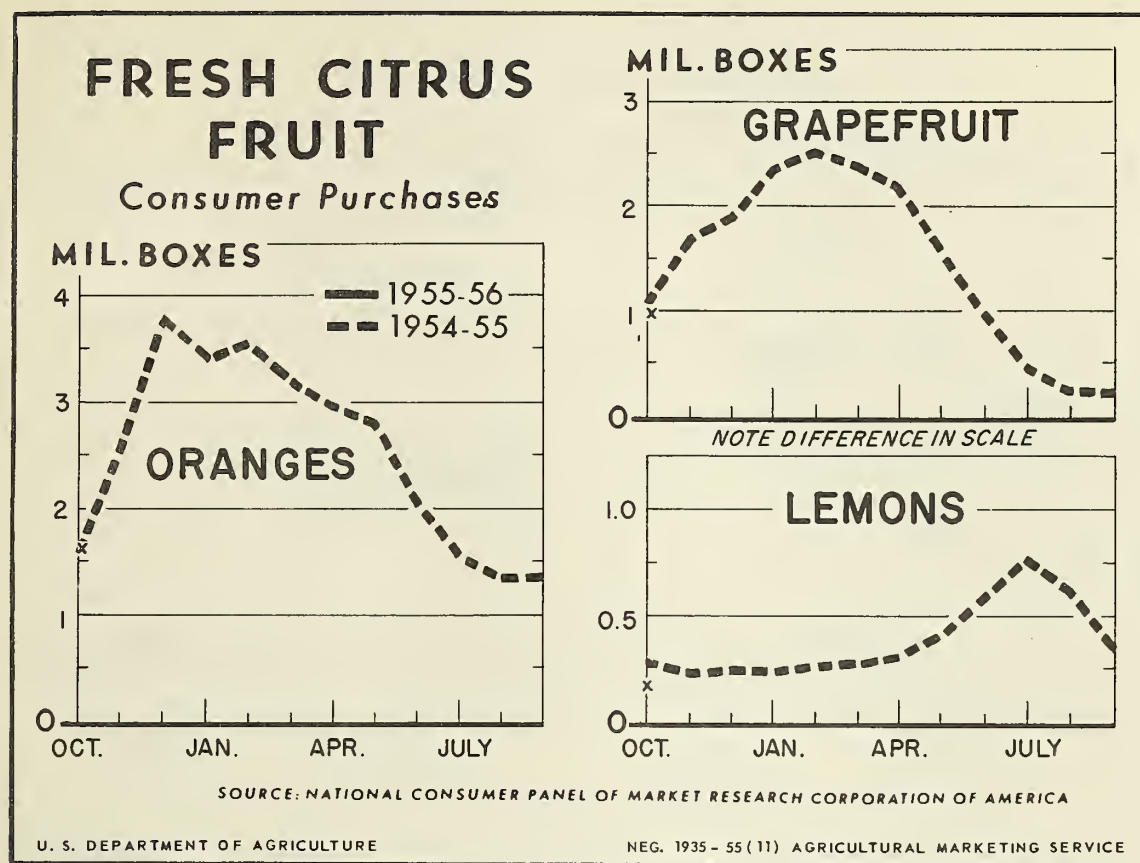


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1954 to date

| Period              | Oranges   |          |               |          | Grapefruit |          |               |          | Lemons    |          |               |          |
|---------------------|-----------|----------|---------------|----------|------------|----------|---------------|----------|-----------|----------|---------------|----------|
|                     | Purchases |          | Average price |          | Purchases  |          | Average price |          | Purchases |          | Average price |          |
|                     |           |          | per dozen     |          |            |          | per dozen     |          |           |          | per dozen     |          |
|                     | 1955-56:  | 1954-55: | 1955-56:      | 1954-55: | 1955-56:   | 1954-55: | 1955-56:      | 1954-55: | 1955-56:  | 1954-55: | 1955-56:      | 1954-55: |
|                     | 1,000     | 1,000    |               |          | 1,000      | 1,000    |               |          | 1,000     | 1,000    |               |          |
|                     | boxes     | boxes    | Cents         | Cents    | boxes      | boxes    | Cents         | Cents    | boxes     | boxes    | Cents         | Cents    |
| October             | 1,643     | 1,574    | 42.1          | 45.6     | 984        | 1,053    | 90.7          | 92.8     | 228       | 252      | 43.9          | 45.1     |
| November            |           | 2,518    |               | 35.0     |            | 1,694    |               | 78.4     |           | 225      |               | 46.8     |
| December            |           | 3,764    |               | 35.1     |            | 1,895    |               | 74.9     |           | 243      |               | 45.0     |
| October-December 1/ |           | 8,612    |               |          |            | 5,121    |               |          |           | 785      |               |          |
| January             |           | 3,400    |               | 37.1     |            | 2,330    |               | 74.2     |           | 234      |               | 46.2     |
| February            |           | 3,555    |               | 37.3     |            | 2,498    |               | 73.4     |           | 251      |               | 44.0     |
| March               |           | 3,181    |               | 39.8     |            | 2,387    |               | 78.4     |           | 252      |               | 42.9     |
| October-March 1/    |           | 19,543   |               |          |            | 2,995    |               |          |           | 1,583    |               |          |
| April               |           | 2,965    |               | 42.2     |            | 2,162    |               | 82.9     |           | 307      |               | 41.3     |
| May                 |           | 2,709    |               | 42.8     |            | 1,552    |               | 93.3     |           | 407      |               | 41.9     |
| June                |           | 2,001    |               | 43.5     |            | 948      |               | 101.5    |           | 587      |               | 40.4     |
| October-June 1/     |           | 27,758   |               |          |            | 17,950   |               |          |           | 2,997    |               |          |
| July                |           | 1,522    |               | 43.9     |            | 434      |               | 106.6    |           | 754      |               | 41.8     |
| August              |           | 1,331    |               | 44.9     |            | 244      |               | 108.8    |           | 610      |               | 41.6     |
| September           |           | 1,335    |               | 45.0     |            | 215      |               | 112.3    |           | 337      |               | 42.7     |
| Season 1/           |           | 32,270   |               |          |            | 18,905   |               |          |           | 4,814    |               |          |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

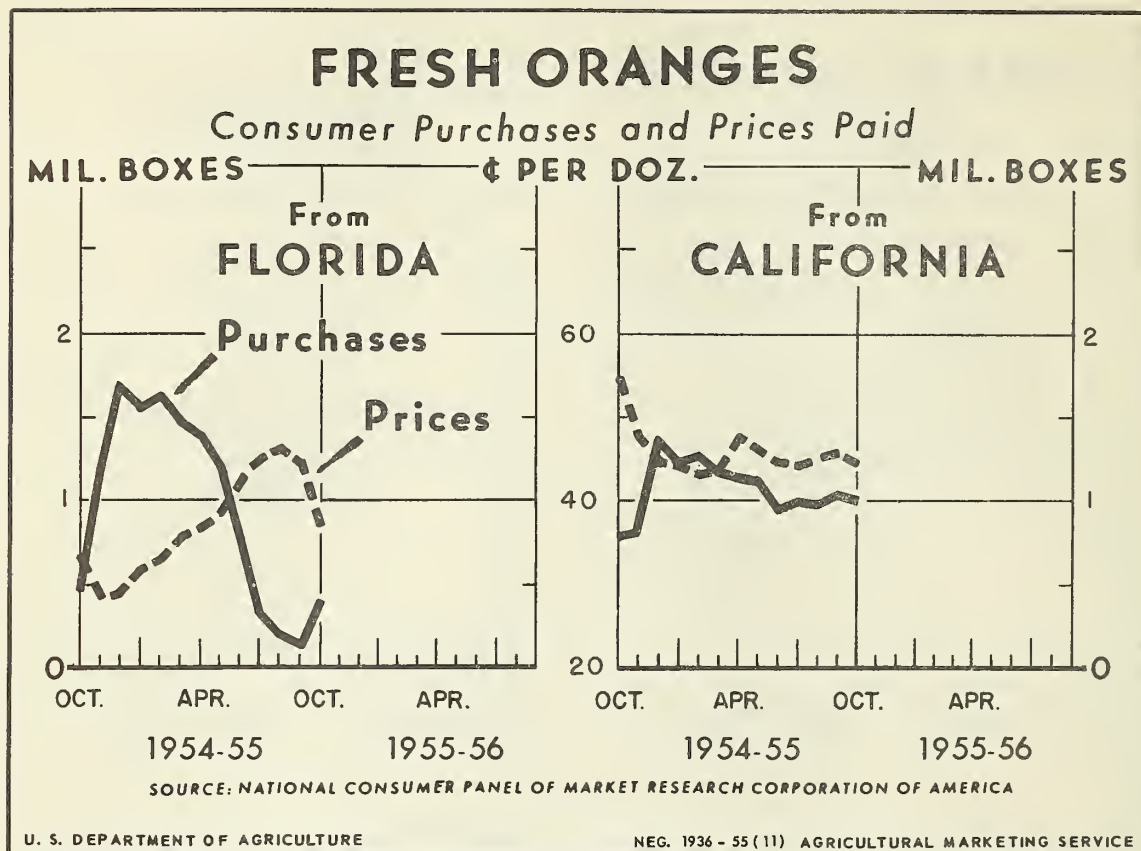


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1954 to date

| Period              | Florida     |             |                         |         | California-Arizona |             |                         |         |
|---------------------|-------------|-------------|-------------------------|---------|--------------------|-------------|-------------------------|---------|
|                     | Purchases   |             | Average price per dozen |         | Purchases          |             | Average price per dozen |         |
|                     | 1955-56     | 1954-55     | 1955-56                 | 1954-55 | 1955-56            | 1954-55     | 1955-56                 | 1954-55 |
|                     | 1,000 boxes | 1,000 boxes | Cents                   | Cents   | 1,000 boxes        | 1,000 boxes | Cents                   | Cents   |
| October             | 390         | 455         | 36.8                    | 33.3    | 1,009              | 789         | 44.6                    | 54.9    |
| November            |             | 1,194       |                         | 28.1    |                    | 809         |                         | 47.8    |
| December            |             | 1,694       |                         | 28.3    |                    | 1,374       |                         | 44.5    |
| October-December 1/ |             | 3,660       |                         |         |                    | 3,271       |                         |         |
| January             |             | 1,560       |                         | 31.4    |                    | 1,234       |                         | 44.4    |
| February            |             | 1,632       |                         | 32.7    |                    | 1,261       |                         | 43.0    |
| March               |             | 1,471       |                         | 35.8    |                    | 1,170       |                         | 43.8    |
| October-March 1/    |             | 8,704       |                         |         |                    | 7,206       |                         |         |
| April               |             | 1,380       |                         | 36.7    |                    | 1,125       |                         | 47.8    |
| May                 |             | 1,204       |                         | 38.3    |                    | 1,116       |                         | 46.4    |
| June                |             | 746         |                         | 42.6    |                    | 963         |                         | 44.7    |
| October-June 1/     |             | 12,265      |                         |         |                    | 10,636      |                         |         |
| July                |             | 321         |                         | 45.3    |                    | 995         |                         | 44.0    |
| August              |             | 182         |                         | 46.1    |                    | 986         |                         | 44.8    |
| September           |             | 128         |                         | 44.5    |                    | 1,038       |                         | 45.4    |
| Season 1/           |             | 12,919      |                         |         |                    | 13,918      |                         |         |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.- Canned single-strength juices and ades: U. S. total consumer purchases and average price, October 1955 and 1954 (4-week period)

| Commodity            | Percentage of all families buying |         | Total quantity |                | Per buying family |        |                       |        | Unit   | Average price per unit |       |
|----------------------|-----------------------------------|---------|----------------|----------------|-------------------|--------|-----------------------|--------|--------|------------------------|-------|
|                      | 1955                              | 1954    | 1955           | 1954           | Purchases         |        | Quantity per purchase |        |        | 1955                   | 1954  |
|                      |                                   |         |                |                | 1955              | 1954   | 1955                  | 1954   |        |                        |       |
|                      | Percent                           | Percent | 1,000 cases 1/ | 1,000 cases 1/ | Number            | Number | Ounces                | Ounces | Ounces | Cents                  | Cents |
| Canned juices        |                                   |         |                |                |                   |        |                       |        |        |                        |       |
| Orange               | 10.2                              | 10.4    | 1,104          | 1,054          | 1.7               | 1.7    | 55.3                  | 54.3   | 46     | 32.3                   | 33.4  |
| Grapefruit           | 8.8                               | 9.5     | 1,033          | 1,127          | 1.6               | 1.7    | 65.2                  | 64.5   | 46     | 25.3                   | 24.1  |
| Orange & gpft. blend | 3.2                               | 3.4     | 274            | 276            | 1.5               | 1.4    | 51.7                  | 51.2   | 46     | 30.4                   | 29.9  |
| Lemon                | 1.7                               | 2.7     | 34             | 50             | 1.2               | 1.3    | 15.2                  | 13.0   | 5-1/2  | 11.8                   | 14.1  |
| Grape                | 3.8                               | 4.2     | 160            | 169            | 1.3               | 1.2    | 28.0                  | 31.1   | 24     | 34.3                   | 37.0  |
| Pineapple            | 14.3                              | 13.3    | 1,470          | 1,256          | 1.6               | 1.6    | 57.8                  | 55.5   | 46     | 27.0                   | 29.6  |
| Prune                | 8.1                               | 7.9     | 576            | 581            | 1.7               | 1.7    | 37.5                  | 39.1   | 32     | 32.2                   | 32.6  |
| Tomato               | 16.8                              | 17.1    | 1,666          | 1,652          | 1.5               | 1.6    | 58.2                  | 54.3   | 46     | 25.8                   | 25.8  |
| Total 2/             | 47.3                              | 47.5    | 7,143          | 6,920          | 2.6               | 2.6    | 52.2                  | 50.2   |        |                        |       |
| Canned ades          |                                   |         |                |                |                   |        |                       |        |        |                        |       |
| Orangeade            | 2.8                               | 3.1     | 351            | 373            | 1.7               | 1.8    | 64.1                  | 61.7   | 46     | 27.5                   | 28.2  |

1/ Equivalent cases of no. 2 cans--432 ounces per case.  
2/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.- Frozen concentrated juices and ades: U. S. total consumer purchases and average price, October 1955 and 1954 (4-week period)

| Commodity                  | Percentage of all families buying |         | Total quantity |               | Per buying family |        |                       |        | Unit   | Average price per unit |       |
|----------------------------|-----------------------------------|---------|----------------|---------------|-------------------|--------|-----------------------|--------|--------|------------------------|-------|
|                            | 1955                              | 1954    | 1955           | 1954          | Purchases         |        | Quantity per purchase |        |        | 1955                   | 1954  |
|                            |                                   |         |                |               | 1955              | 1954   | 1955                  | 1954   |        |                        |       |
|                            | Percent                           | Percent | 1,000 gallons  | 1,000 gallons | Number            | Number | Ounces                | Ounces | Ounces | Cents                  | Cents |
| Frozen concentrated juices |                                   |         |                |               |                   |        |                       |        |        |                        |       |
| Orange                     | 30.0                              | 30.5    | 4,962          | 5,161         | 2.3               | 2.4    | 19.0                  | 19.1   | 6      | 16.6                   | 16.1  |
| Grape                      | 3.7                               | 4.0     | 288            | 250           | 1.6               | 1.5    | 13.2                  | 10.9   | 6      | 19.5                   | 21.6  |
| Other concentrates         | 1/                                | 1/      | 291            | 271           | 1/                | 1/     | 15.5                  | 13.7   | 6      | 15.4                   | 15.6  |
| Total                      | 31.9                              | 32.4    | 5,541          | 5,682         | 2.5               | 2.6    | 18.3                  | 18.1   |        |                        |       |
| Concentrated ades          |                                   |         |                |               |                   |        |                       |        |        |                        |       |
| Frozen                     |                                   |         |                |               |                   |        |                       |        |        |                        |       |
| Lemonade                   | 2.5                               | 3.0     | 230            | 244           | 1.5               | 1.5    | 16.7                  | 15.7   | 6      | 14.0                   | 15.7  |
| Shelf pack                 |                                   |         |                |               |                   |        |                       |        |        |                        |       |
| Orangeade                  | 1.1                               | 1.4     | 113            | 113           | 1.5               | 1.6    | 16.9                  | 14.5   | 6      | 16.3                   | 16.7  |

1/ Information not available.

National Consumer Panel of Market Research Corporation of America.



Table 3.- Fresh citrus fruit: U. S. total consumer purchases and average price,  
October 1955 and 1954 (4-week period)

| Commodity          | Percentage of all families buying |         | Total quantity |             | Per buying family |        |                       |       | Average price per dozen |       |
|--------------------|-----------------------------------|---------|----------------|-------------|-------------------|--------|-----------------------|-------|-------------------------|-------|
|                    | 1955                              | 1954    | 1955           | 1954        | Purchases         |        | Quantity per purchase |       | 1955                    | 1954  |
|                    |                                   |         |                |             | 1955              | 1954   | 1955                  | 1954  |                         |       |
|                    | Percent                           | Percent | 1,000 boxes    | 1,000 boxes | Number            | Number | Units                 | Units | Cents                   | Cents |
| Oranges            |                                   |         |                |             |                   |        |                       |       |                         |       |
| California-Arizona | 20.1                              | 17.2    | 1,009          | 789         | 1.9               | 1.9    | 12.5                  | 10.7  | 44.6                    | 54.9  |
| Florida            | 8.5                               | 10.7    | 390            | 455         | 1.4               | 1.5    | 13.1                  | 13.7  | 36.8                    | 33.3  |
| Unidentified       | 6.4                               | 8.0     | 202            | 272         | 1.3               | 1.4    | 11.5                  | 11.1  | 40.5                    | 40.8  |
| Total 1/           | 31.0                              | 32.2    | 1,643          | 1,574       | 2.0               | 1.9    | 12.5                  | 11.6  | 42.1                    | 45.6  |
| Grapefruit         |                                   |         |                |             |                   |        |                       |       |                         |       |
| California-Arizona | 2.5                               | 2.5     | 73             | 80          | 1.3               | 1.4    | 4.1                   | 3.6   | 104.6                   | 102.7 |
| Florida            | 11.9                              | 12.2    | 494            | 534         | 1.5               | 1.6    | 4.4                   | 4.3   | 85.9                    | 88.8  |
| Unidentified       | 10.0                              | 11.5    | 377            | 391         | 1.4               | 1.4    | 4.2                   | 3.9   | 93.1                    | 96.0  |
| Total 1/           | 22.4                              | 24.2    | 984            | 1,053       | 1.6               | 1.6    | 4.3                   | 4.1   | 90.7                    | 92.8  |
| Lemons             | 16.6                              | 19.6    | 228            | 252         | 1.6               | 1.6    | 6.4                   | 6.3   | 43.9                    | 45.1  |
| Total 2/           | 40.1                              | 49.6    | 2,856          | 2,881       | 2.5               | 2.6    | 8.9                   | 8.2   | 48.8                    | 51.9  |

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruits.

National Consumer Panel of Market Research Corporation of America.

CREIGHTON N. GUELLOW  
AGRL MARKETING SERVICE USDA  
AGRL ESTIMATES DIVISION  
4-25-55  
CPJ